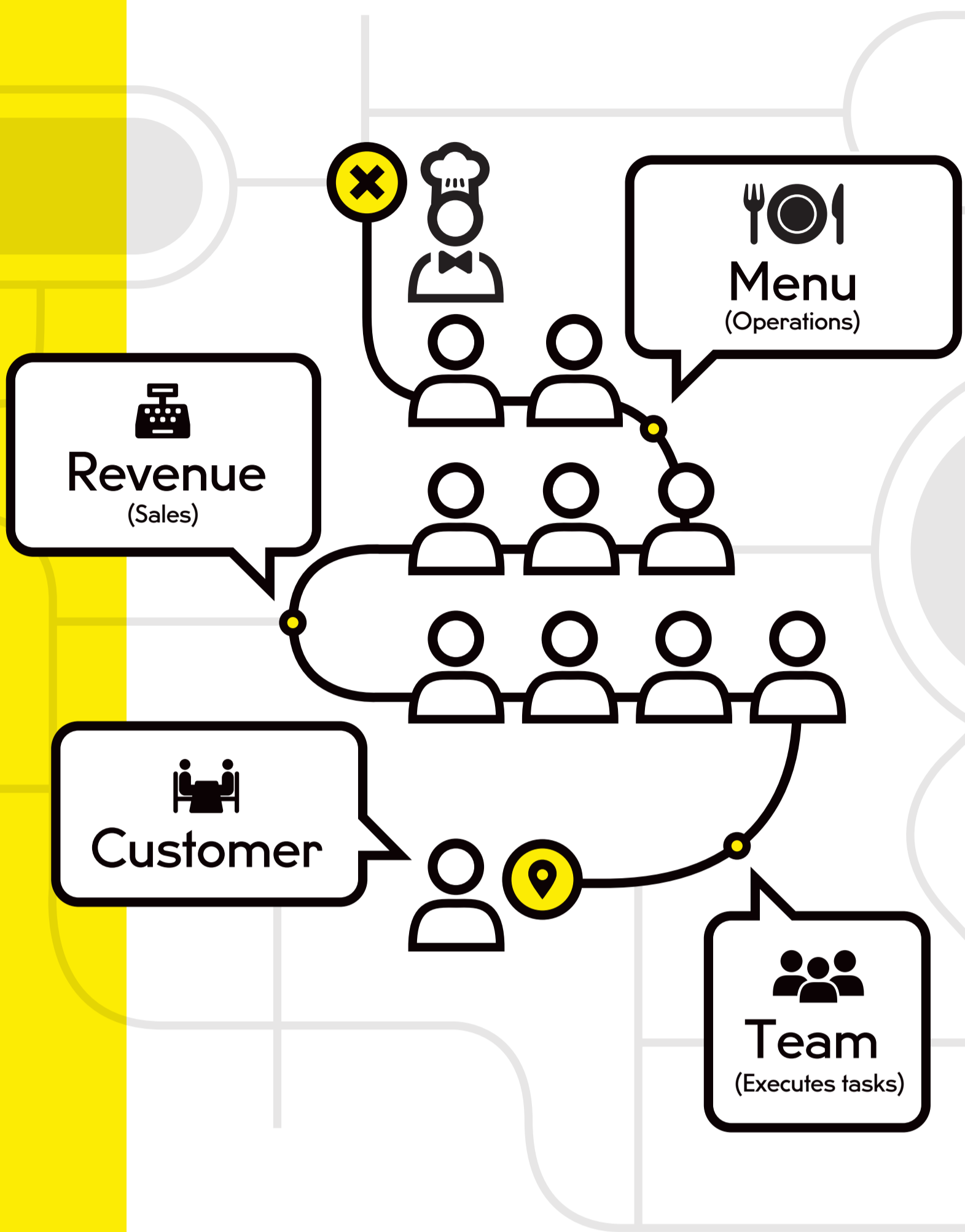


# SHIFTING TO A NEW BUSINESS MODEL: THE ROLES OF RESTAURANT MANAGERS

## TRADITIONAL BUSINESS MODEL



## SHIFT TO THE NEW BUSINESS MODEL



In the traditional model, restaurant managers are the sole decision makers who guide business development. In the new model, they have to be members of a team and combine their skills with those of other team members to create as much value as possible for customers and for the restaurant.

To learn more, watch our video

**GastronomiQc**  
Lab

Research team

Robert Laporte<sup>1,3</sup>, Research Professor  
Nelson Th  berge<sup>1,3</sup>, Research Professor  
Sophie Veilleux<sup>2,3</sup>, Full Professor

<sup>1</sup>ITHQ, <sup>2</sup>Universit   Laval, <sup>3</sup>GastronomiQc Lab